



Refrigeration Appliances in Portugal

February 2026

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Fridge freezers dominate sales

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New construction and premiumisation set to drive future growth

Fridge freezers set to remain dominant while sales of separate fridges and freezers decline

Sustainability concerns and new technology set to drive future developments

COMPETITIVE LANDSCAPE

Beko maintains lead through diverse brand portfolio

New innovations seen in the market but limited changes in the standings

CHANNELS

Appliances and electronics specialists drive offline sales

Retail e-commerce gains share by offering consumers convenience

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